

Job Posting

November 7, 2018

POSITION DESCRIPTION



Classification title:	Communications Coordinator
Working title:	Same as above
Salary range:	Salary commensurate with experience
Job type:	Full-time
Reports to:	Director of Public Affairs and Communications
Bargaining unit status:	Non-exempt
Travel:	Some travel required
Date of revision:	Oct. 26, 2018

1. **POSITION PURPOSE:** The Communications Coordinator is responsible for providing effective communication and research services at the Minnesota Association of Professional Employees (MAPE). Taking direction from the Director of Public Affairs and Communications, the Communications Coordinator is held accountable for the following duties and responsibilities: (i) internal communications, (ii) website and newsletter, (iii) public relations support, and (iv) other related tasks as assigned.

2. DUTIES AND RESPONSIBILITIES:

I. Internal communications: The Communications Coordinator is responsible for ensuring that the communications program at MAPE is dynamic and comprehensive, and that communication is carried out in a timely and interesting manner for bargaining unit employees.

Specific duties include:

- Author and disseminate relevant stories (with photos) to MAPE bargaining unit employees, officers, and stewards via newsletters, our website, email and other channels as deemed necessary.
- Ensure that bargaining unit employees are kept well informed in a timely manner of issues and events that affect them.
- Collaborate with communication and legislative colleagues to ensure a consistent message and effective outreach.
- Work with and provide advice to the Director of Public Affairs and Communications on ways to update current communication methods and develop new strategies as technology and our needs change.
- Provide regular data-driven reports compiled from newsletter and website data collection sources. These reports assist team members and leadership with the evaluation of current communication tools and how to use them in the most effective manner possible.

II. Website and newsletter: The Communications Coordinator is charged with producing a high-quality newsletter that is regular, timely and of interest to bargaining unit employees. This position also produces a high-quality website. Our website is kept current with information of interest to bargaining unit employees and in line with MAPE's vision, and up-to-date from a technology standpoint.

Specific duties include:

- Post stories with photos on our website and publish in our newsletter. Produce newsletter regularly with timely information of interest to MAPE bargaining unit employees.
- Post stories, organizational documents and photos submitted by staff and leadership. Update existing website items as needed.

- Routine maintenance of newsletter template and mailing lists. Work with membership services staff to ensure regular updates are made to mailing lists provided through Unionware.
- Routine maintenance of website. Work with website developer to ensure programming updates and bug fixes are successfully performed in a timely manner. Work with membership services team to ensure automatic updates of website are done properly and accurately.
- Ensure proper training of all staff with website posting rights.

III. Public relations support: The Communications Coordinator is expected to work as part of the team with the public relations coordinator(s) to ensure effective external communications.

Specific duties include:

- Assist with public events, such as press conferences and other events expected to garner media attention. Assistance can include covering the events for a story with photos and media outreach.
- Assist director and communications team as needed in the development of public relations tools.

IV. Other related tasks: The Communications Coordinator is expected to carry out numerous related tasks.

Specific duties may include:

- Work with the membership services team to ensure lists and contact information used by all communication vehicles are accurate, up-to-date and effective.
- Assist with MAPE's social media platforms.
- Produce high-quality research in order to inform decision-making at MAPE including identifying research topics, conducting research, making presentations and producing reports.
- Assist colleagues with communications-based projects.
- Collaborate with other organizations in pursuit of common initiatives.
- Additional duties as assigned.

3. PERFORMANCE REVIEW: The performance of the Communications Coordinator will be reviewed annually by the Director of Public Affairs and Communications and the Business Manager. The purpose of the performance review will be twofold: (i) to agree to a set of concrete goals for the next year and (ii) to assess the extent to which goals from the previous year have been achieved. Performance targets should be based on the responsibilities and duties listed in this position description.

4. PERSON SPECIFICATION:

The ideal candidate for the post of Communications Coordinator should:

- Possess at least a bachelor's degree in journalism or a related field and 4+ years of relevant work experience (preferably in a unionized workplace).
- Have documented successes in the areas of communications and technology.
- Demonstrate advanced knowledge of communications; public relations; IT; website content management (Drupal programming), design and development; and labor unions.
- Demonstrate superior problem-solving skills.
- Demonstrate ability to work independently and in a team.
- Demonstrate outstanding writing, editing and verbal communication skills.
- Superior photographic and photo processing skills in an Adobe Photoshop environment.
- Demonstrate ability to prioritize in a multi-tasking environment.

N.B.: The goals and work activities listed in this position description are intended to describe the essential functions of the person or persons assigned to this job. They are not intended as an exhaustive list of all job duties, responsibilities and requirements.

All MAPE staff are prohibited from any involvement in MAPE local, regional or statewide internal politics.

[To be considered, qualified candidate must submit a resume and cover letter (preferably by email) no later than December 10, 2018 to: jobs@mape.org]